# Syllabus

## *Descrizione corso*

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| **Titolo insegnamento** | Management internazionale |
| **Codice insegnamento** | 27340 |
| **Titolo aggiuntivo** | |
| **Settore Scientifico-Disciplinare** | ECON-07/A |
| **Lingua** | Inglese |
| **Corso di Studio** | Corso di laurea in Economia e Management |
| **Altri Corsi di Studio (mutuati)** | |
| **Docenti** | dr. Tun-I Hu,<br>TunI.Hu@unibz.it<br>https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48974 |
| **Assistente** | |
| **Semestre** | Secondo semestre |
| **Anno/i di corso** | 3 |
| **CFU** | 6 |
| **Ore didattica frontale** | 36 |
| **Ore di laboratorio** | - |
| **Ore di studio individuale** | - |
| **Ore di ricevimento previste** | |
| **Sintesi contenuti** | • To provide students the necessary understanding of the scope and function of international business theory and practice.<br>• To provide students the necessary understanding regarding the impact of globalization, digitalization and other trends on business organizations and strategies and on how managers can deal with these issues.<br>• To provide students the necessary understanding of how business practices vary widely across regions and countries.<br>• To provide students the necessary understanding of "how to" formulate and evaluate winning global strategies. |

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| **Argomenti dell'insegnamento** | -Globolization and localization<br>-The importance of culture difference<br>-International market entry strategy<br>-International v.s. domestic marketing<br>-International product differentiation<br>-International human resource management<br>-Coordination with international team<br>-Digitalization in interantional management |
| **Parole chiave** | Globalization, culture, market entry, product differentiation, digitalization |
| **Prerequisiti** | |
| **Insegnamenti propedeutici** | |
| **Modalità di insegnamento** | Lectures with slides, case study and discussion. In person teaching. |
| **Obbligo di frequenza** | Attendance not compulsory but strongly recommended |
| **Obiettivi formativi specifici e risultati di apprendimento attesi** | ILO (Intended Learning Outcomes)<br><br>ILO 1 Knowledge and understanding<br><br>ILO 1.1 knowledge of business and organisational models<br>ILO 1.2 knowledge of business decision-making methods and strategic management<br>ILO 1.3 understanding of social responsibility, consumer protection, sustainable marketing<br>ILO 1.4 knowledge of concepts, models and tools for critically analysing business and corporate strategies<br>ILO 1.5 understanding of different management theories and organisational behaviour and their relevance to different business and economic contexts<br>ILO 1.6 in-depth knowledge of international marketing, the management of multinational companies, the analysis of consumer behaviour or the management of operational and technical functions<br><br>ILO 2 Ability to apply knowledge and understanding<br><br>ILO 2.1 be able to apply concepts, models, tools and techniques suitable for analysing markets, market strategies, programmes and |

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| | activities through teamwork, and to communicate research results in accordance with international professional standards in three languages: Italian, German and English<br>ILO 2.2 knowing how to formulate strategies and identify the critical steps in the implementation of a competitive strategy<br>ILO 2.3 know how to apply appropriate analysis tools and models to evaluate the strategic choices and strategies implemented by companies<br>ILO 2.4 knowing how to communicate the results of strategic analyses elaborated according to international professional standards in three languages: Italian, German and English<br><br>ILO 3 Making judgements<br><br>ILO 3.1 identify the most important problems in complex decision-making situations<br>ILO 3.2 perform a critical analysis of facts and situations to be addressed<br>ILO 3.3 use logical reasoning to combine information and analytical methods, also using modern software packages, to arrive at a solution<br><br>ILO 4 Learning ability<br><br>ILO 4.1 analyse, critically process and integrate data, information and future experience, also using advanced software |
| **Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)** | |
| **Modalità di esame** | Closed-book written final exam on the entire material covered during the course with both multiple choice questions and short questions on two levels: one designed to check knowledge and understanding on terms of indicated objectives, the other designed to verify the capacity for applying this knowledge and this understanding in reasoning (ILOs 1.1-1.6, 2.1-2.4, 3.1-3.2)<br><br>There is no different assessment between "attending" students and "non-attending" students. |
| **Criteri di valutazione** | --Accuracy and completeness of the answer |

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| | --Correct selection in the multiple-choice section<br>--Focus on answering the question<br><br>A positive rating (18/30) is obtained with 50% correctly answered questions. With 90%, the full rating (30/30) is achieved. If more than 90% of the questions are answered correctly, the addition "c.l." is awarded. |
| **Bibliografia obbligatoria** | • All slides publised in the reserve collection. |
| **Bibliografia facoltativa** | |
| **Altre informazioni** | |
| **Obiettivi di Sviluppo Sostenibile (SDGs)** | Partnership per gli obiettivi, Innovazione e infrastrutture |